

CONTRACT

KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

<u>Contract / Revision</u>		<u>Alt Order #</u>
576555 /		
<u>Product</u>		
Pace for Congress 2012		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/24/12 - 09/30/12		
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Pace/D/Congress	09/20/12 / 09/20/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KDVR	Local KDVR House	Denver Office- K
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Type</u>	<u>Spots</u>	<u>Totals</u>
N 1 31	09/24/12	09/28/12	M-F 5-530a	Good Day Colo	5a-530a		:30			NM	5	\$1,250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
	Week: 09/24/12	09/30/12	MTWTF--	5					\$250.00			
N 2 31	09/26/12	09/26/12	Jdg Alex M-F	230p-3p	230p-3p		:30			NM	1	\$125.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
	Week: 09/24/12	09/30/12	--W----	1					\$125.00			
N 3 31	09/24/12	09/28/12	Ricki Lake		4p-5p		:30			NM	5	\$1,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
	Week: 09/24/12	09/30/12	MTWTF--	5					\$200.00			
N 4 31	09/30/12	09/30/12	News Sunday	5p-530p	5p-530p		:30			NM	1	\$400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
	Week: 09/24/12	09/30/12	-----S	1					\$400.00			
N 5 31	09/27/12	09/27/12	M-F LN 930p-10p		930p-10p		:30			NM	1	\$1,100.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
	Week: 09/24/12	09/30/12	---T---	1					\$1,100.00			
N 6 31	09/25/12	09/28/12	Fox 31 News Nightside		10p-1035p		:30			NM	2	\$800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
	Week: 09/24/12	09/30/12	-T--F--	2					\$400.00			
N 7 31	09/29/12	09/29/12	Sa LN 930p-10p		930p-10p		:30			NM	1	\$800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
	Week: 09/24/12	09/30/12	-----S-	1					\$800.00			
N 8 31	09/30/12	09/30/12	Su LN 930p-10p		930p-10p		:30			NM	1	\$900.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
	Week: 09/24/12	09/30/12	-----S	1					\$900.00			
Totals											17	\$6,375.00

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
08/27/12 -09/30/12	17	\$6,375.00	\$5,418.75
Totals	17	\$6,375.00	\$5,418.75

Signature: _____ **Date:** _____ (* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.